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MASSACHUSETTS SMALL
BUSINESS DEVELOPMENT
CENTER NETWORK

MSBDC NETWORK

UNIVERSITY OF MASSACHUSETTS, BOSTON
COLLEGE OF MANAGEMENT

MINORITY BUSINESS ASSISTANCE CENTER

(617) 287-7750

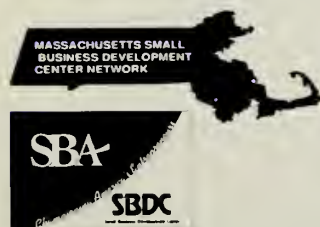




The Massachusetts Small Business Development Center Network, The University of Massachusetts Boston, College of Management Minority Business Assistance Center is a partnership of the U.S. Small Business Administration and the Executive Office of Economic Affairs through the University of Massachusetts Amherst under cooperative agreement 8-7770-0022-18. The MSBDC Network is a resource of SBA's Business Development Network. For further information regarding MSBDC Network, SBA or state programs, the MBAC may be contacted at University of Massachusetts Boston, College of Management, 100 Morrissey Blvd., Boston, MA 02125, (617) 287-7750.

All MBAC Programs are offered to the public on a non-discrimination basis.

Programs of the MBAC are handicap accessible.





Educational Activities

The **MBAC** offers specialized workshops scheduled at convenient times. A workshop typically lasts for three hours and covers a particular topic, for example:

- Financing a new venture
- Accounting basics and record keeping for the small business
- Information needed to decide what type of business to start
- Franchising: pros and cons
- Market research
- Computers and the small business
- Buying an existing business
- SBA and other sources of money
- Bidding, estimating and bonding
- Exporting
- Managing and motivating

The **MBAC** conducts seminars on various aspects of managing small businesses. These twelve week seminars are aimed at enhancing the success of existing entrepreneurs. They will help you develop some of the business management skills you need to continue a successful venture. You will learn answers to questions such as:

- What are the financial requirements the business has for the future?
- What are some different marketing strategies for reaching my customers?
- How do I choose and work with my banker?
- How do I recruit and train new employees?

The **Center** also maintains a list of courses and resources available from other educational institutions and business/entrepreneur assistance agencies.





Procurement Assistance

The MBAC provides services designed to help its clients in obtaining more contracts from both the public and private sector. The MBAC can assist businesses become more competitive on price, delivery, or service. This assistance includes:

- Bid preparation
 - Bonding and insurance
 - Contract negotiations
 - Identification of private and subcontracting opportunities
 - Lists of procurement representatives in local area businesses and government agencies
 - List of minority and women suppliers
 - SOMWBA, MBE, and SBA 8 (a) certification assistance
 - Match-making assistance to prime and general contractors seeking DBE's and MBE's
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Financial Planning and Analysis

The financial needs of a company change as a business grows, and the **MBAC** provides the consulting assistance that enables companies to negotiate the difficult challenges that start-up and expanding businesses face. The **MBAC** can assist clients with their business plans, financial statements, and loan applications. In addition, it provides such other services as:

- Accounting system design and evaluation
- Acquisition analysis
- Cash flow analysis
- Developing factoring sources
- Developing lines of credit sources
- Evaluation of alternative financing strategies
- Financial planning and budgeting
- Negotiating financial agreements
- Preparing financial needs projections
- Preparing loan/investor packages





Marketing

One of the keys to business expansion is effective marketing and sales. The MBAC can enhance a company's marketing efforts with the following services:

- Advertising
- Customer service evaluations
- Competitive strategy analysis
- Developing marketing materials
- Market research
- Media strategy
- Merchandising
- Public relations events
- Sales staff management
- Trade show promotions and planning





General Management

Even successful entrepreneurs continually seek ways to improve the general administration and operation of their business, often seeking outside advice to help deal with particular challenges. Some of the services the **MBAC** provides to assist entrepreneurs include:

*Assistance
the MBAC
provides:*

- Developing more effective business plans
- Business organization and structure
- Form design
- Work flow analysis
- Reporting requirements
- Goal formation and achievement
- Import/export resource identification
- Management information systems and computer investment and use
- Personnel management, hiring, and staff development
- Policies and procedures
- Strategic business planning
- Time Management'
- Total Quality Management



MBAC Services

One-on-one counseling is available to individuals who either own or plan to start their own small business. The services are free and cover every area of business management, including:

- General management
- Marketing
- Sales generation
- Financial planning and analysis
- Accounting
- Procurement Assistance
- Business planning and strategy formation
- Production

Courses *(Handicap Accessible Classroom)*

The MBAC also offers educational workshops and seminars in these and other business management areas.

- The MSBDC Network reserves the right to cancel or reschedule the workshop.
- MSBDC Network programs are non-discriminatory.

In addition, the Center helps its clients develop contacts with the private sector, and it offers them access to:

- Banks and other lending institutions
- Other non-profit firms with commitments and resources to assist entrepreneurs
- Minority supplier purchasing councils

The MBAC can put its clients in touch with other parts of the Massachusetts Small Business Development Center network, including those with particular expertise in capital formation and international trade.

